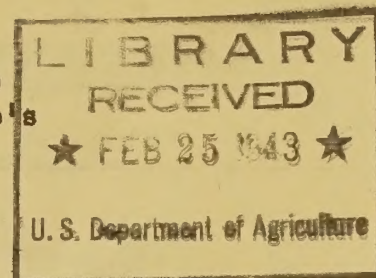


County AAA Committee RADIO BROADCASTING

A compilation of ways and means that
county AAA committees can use local radio
broadcasting stations to further agriculture's
contribution to the war effort.



---oooOooo---

"You and I...and our neighbors...are beginning to feel the effects of total war on everyday life. We're just getting a taste of it now. In a year or two our present way of living may be nothing more than a fond memory.

"True...this isn't a very pleasant picture! But somehow, I can't be very optimistic today. I don't need to tell you why. You know the reasons as well as I do.

"With these facts taken into consideration, it seems to me that, now, more than ever, we need to make good use of the time on the air given to us by local radio stations.

"To me that means more than telling farmers what is needed of them. It also means telling everyone...both farmers and townspeople...just what farmers are doing. And I know no better way to do it than to have farmers themselves, whenever possible, tell over the radio what they're doing and thinking.

"Yes...this transportation problem is serious, but we have to find some way to solve it. To continue farmer broadcasts in spite of the transportation limitations will tax to the utmost the initiative and imagination of everyone concerned with AAA radio broadcasts.

"Farmers must share their part of the responsibility of conserving rubber and gasoline for the war. It's my hope that ways and means can be devised whereby farmers can continue telling their own stories on the radio, and still conserve on tires and gasoline.

"The following material was prepared by one of the radio specialists in our Division of Information. I hope it will be useful to you in your broadcasting activities."

A handwritten signature in cursive script that reads "Fred S. Wallace".

FRED S. WALLACE
Chief of the AAA

---oooOooo---

August 1942
UNITED STATES DEPARTMENT OF AGRICULTURE
Division of Information
Washington, D. C.

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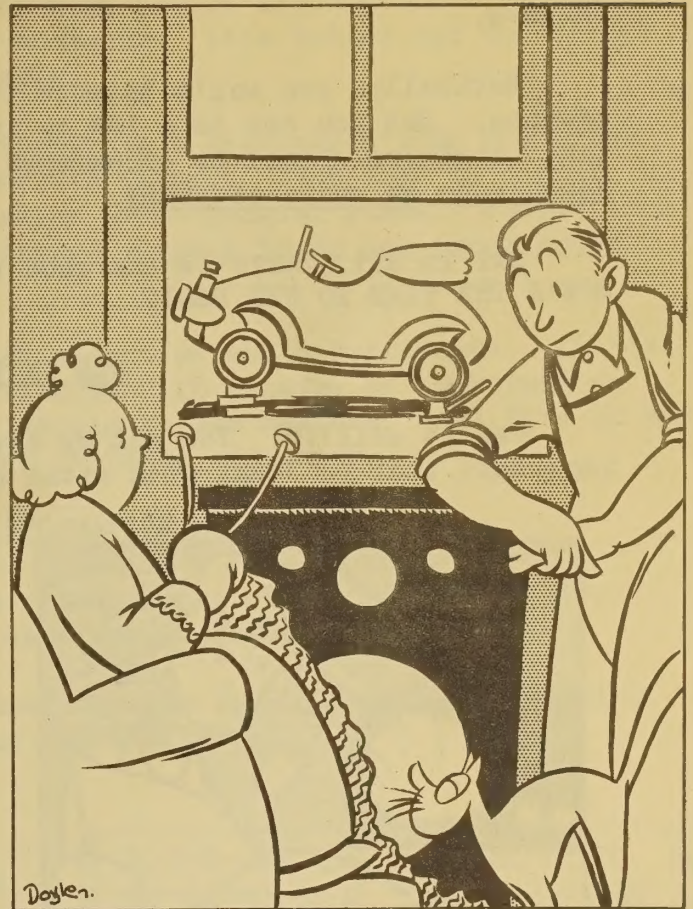
WAR CALLS FOR NEW EMPHASIS ON RADIO BROADCASTING

The statement on the cover by Fred Wallace probably sounds like a mighty serious way to begin talking with you about radio broadcasting.

But...if we're realistic and face the facts head on, it's plain to see that it's going to be harder and harder for farm people to get away from home. They're going to have more and more work to do, and there just aren't going to be tires for anything but essential driving.

THEREFORE, FARM PEOPLE WILL BE DEPENDING MORE AND MORE ON RADIO FOR THEIR CONTACTS WITH THE OUTSIDE WORLD.

That's the reason I want to visit with you about the various ways and means for you to use the radio in informing your neighbors about farm war production.



You've been selected as the local farm war production leaders. Part of your job of administering this farm program is to let farmers know what's expected of them. Your neighbors want to know more than just what they're expected to do in the war program. They want to know why certain crops are needed more than others.

They want to know the various ways that war is affecting their work. They want to know how the winning or losing of some battle in a far off country is going to directly affect them. They want to know many things.

Radio is one good way to give your neighbors this information

Well...I don't need to tell you what to broadcast about. You know better than I do the questions and problems in your community. When a number of farmers stop at your office and ask the same question, you can be certain that's a good topic for a broadcast, because other people want the answers to those same questions.

Of course, there's a little more than that to choosing a broadcast topic. It'll take a little time to prepare your broadcast, so you'll start working on it a while before the actual broadcast date. Since you want what you say up to date the day you say it, you'll have to project yourself into the future.

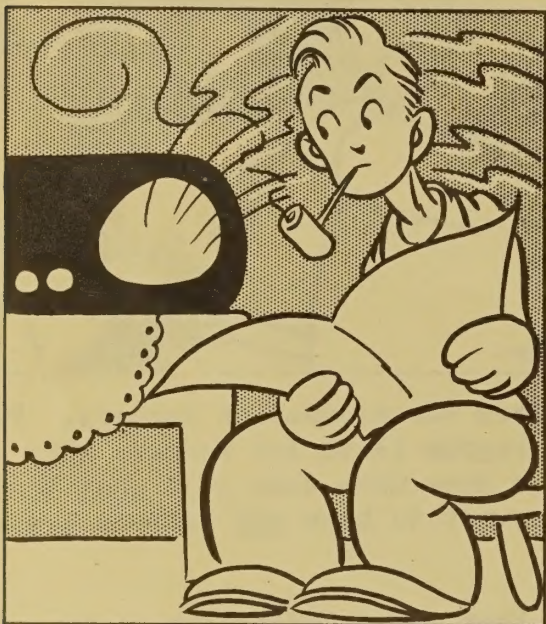
It's a good idea to be on the alert and anticipate questions your neighbors will be asking. Then you can answer those questions on the radio before your neighbors wear out valuable tires coming to your office for the answers.

Naturally, you won't be able to answer all your neighbors questions in advance. But you can do a lot to inform them about farming and the war. Your neighbors should be encouraged to develop regular listening habits, and dependence on radio programs.

All in all, radio is one good way to contact your neighbors.
NOW'S THE TIME TO USE RADIO AND USE IT WELL.

USE IT WELL!!!!

Use it well!!!! You ask me how. Well...first and foremost it is important that you deal with vital war topics on your broadcasts. All I can really say is, "Have a good broadcast."



This is a Good Broadcast

WHAT IS A GOOD BROADCAST?

Now you say, "What is a good broadcast?"

There's only one way I know of judging whether or not a broadcast is good.

DO PEOPLE LISTEN?

DOES IT CARRY A MESSAGE?

DOES IT GET ITS MESSAGE ACROSS?

No matter how a broadcast fits into preconceived standards, if the people who listen like it, and get something they need

or want out of it, it's a good broadcast.

Many broadcasting authorities have been fooled on radio shows. Some shows considered as "sure-fire" just didn't take. Others that "just couldn't succeed", have found popular appeal.

There is one common sense test you can apply to your broadcasts. Answer this question for yourself.

"Will the folks I know....my friends and neighbors... and those who are only mildly interested in the farm program... Will they be interested enough to listen through the entire broadcast? Will they get something out of it?"

Think of your friends sitting in their homes not paying much attention to the radio. Do you think they'll stop what they're doing and listen to what you have to say?

A good broadcast offers something to even those who are only mildly interested in the subject of your broadcast.

There Are Three Facts We Do Know:

- * 1. Broadcasts about real things by real people are much more effective than fiction broadcasts presented by amateurs. It's better not to attempt drama if you cannot do it professionally.
- * 2. People will listen more attentively to a discussion with and about real people and instances...about concrete things. It's hard to compel the attention of the audience with discussion about general ideas. People like to listen to broadcasts they can interpret through their own experiences. Broadcasts need to be human.
- * 3. Your neighbors prefer to listen to you on short broadcasts. At best, you have trouble holding their attention with 15 minutes of conversation. Generally, fifteen-minute broadcasts should be the maximum. And five or ten minute broadcasts have a better chance of being effective.

RADIO AS AN INFORMATION MEDIUM

Before we go into detail on the various ways of using radio, let's stop for a moment and discuss radio as a way of reaching people.

First We have three fundamental aims in our radio broadcasting
EDUCATION INFORMATION and INSPIRATION.

Through radio, you cannot do a complete job of getting detailed information to farmers. Radio deals in impressions. The listener carries away only an impression of what has been said. While he could probably be convinced that contour farming is a good thing, he wouldn't remember the specific details on how to lay out a contoured field.

How well do you remember details you hear on the radio: How long do you remember numbers and figures?

Consider yourself as just an average radio listener, and you'll find the answers to many of your questions.

Personally, I don't remember detailed figures....I'm impressed only by their size. I sort of remember whether they're large or small, but That's about all.



He got an impression.

Since radio does deal in impressions, it should be used in a general way.

Of course you can't deal in generalities. You need to be specific with your topic and illustrations to leave general impressions.

WAYS OF USING AAA INFORMATION ON RADIO

There are three principle avenues available to you for broadcasting.

1. Give information to the radio station for them to use on the air as they see fit.
2. Provide information for broadcasts done by other government agencies.
3. Present the information on the air yourself. That is present it on the air in a program you are responsible for. Many times you will have other people on the air doing the talking. Much of your work might be behind the scenes in preparation.

GIVING INFORMATION TO THE RADIO STATION

First let's discuss this matter of giving information to the radio station.

Generally this will be news of farm program developments or individual farm accomplishments. You probably want to know how to give them this information.....that is in what form.

Well....again. What would you want if you were running the radio station? Remember...you'd want to use it as "talk." That's what the regular broadcaster does. He just talks to individual listeners. It's really more visiting than talking.

That's right. Radio stations want news prepared for the ear instead of the eye. They want informal news. Here's a review of points to keep in mind when you're preparing information to be given to the radio station.

1. A news story on the radio leaves the listener with one over-all impression rather than a number of specific facts about the story.

Yes...I said that before, but I say it again because it's important. Here's why:

Before writing something for the station, you should decide on what impression you want to leave with the listener. Then write your story to leave that impression.

Try it out on somebody in the office. See if it's leaving that impression. See if it's getting the job done.

2. Prepare the material to be read aloud. Prepare it for the ear...not the eye. Write it like you'd say it. Sure....that's how easy it is.





Maybe he Should Close th' Door

3. Before you write talk (for the ear) you must think talk. Therefore, you may want to talk out loud as you write. To write as you talk, talk as you write.

People who pass my door probably think I'm "tetch", but I'm talking out loud as I'm writing this.

4. Punctuate what you write for the ear...not for the eye. Use contractions, mark pauses, underline words to be emphasized.

Write your words as they should be said, because the lips utter what the eye sees.

Notice the punctuation on this page. You sure don't find anything like it in a grammar book. No...this is written for the ear. Try reading it out loud....Then pick up a newspaper and read a newstory. Which reads easier?

AAA PROGRAM ON THE AIR

The things I just said about writing materials for radio station use, apply to broadcasts you do yourself, too.

Let's look at some of the types of program you can put on the air. Since there's a number of them, we'll take them one at a time.

TALKS:

Talks are probably the least desirable type of radio programs. It takes a person who's a master at using the English language to hold a radio audience for any length of time. Few people can do it. Of course, there are exceptions. (But goodness knows, I'm not one of them.)

Some people who have a mighty good story to tell.....and who use a lot of concrete examples.. might be able to hold an audience for five minutes or so.

But effective radio talks are the exception than the rule.

INTERVIEWS:

Interviews are a popular type of radio program today. However, interviews have their limitations. In a talk you speak directly to the audience while the audience listens in on an interview.

Some one has to ask questions. Now...who should ask what questions?

Certainly one committeeman shouldn't ask another committeeman about the operation of the AAA program. A man who does a regular farm show, wouldn't ask questions about routine farm developments . . . because the audience knows he already has the answers.

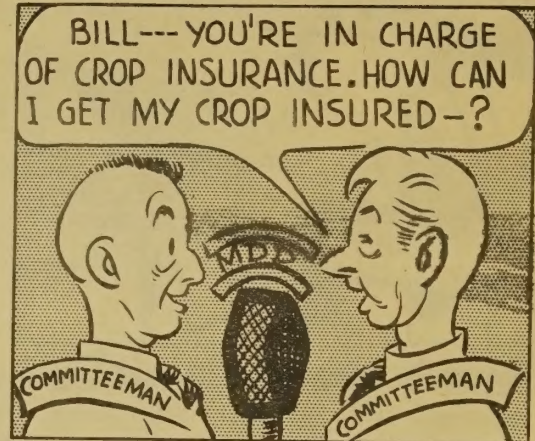
I'd say, an interview is more than a set of questions and answers.

The person doing the interviewing needs to take part in the flow of thought. It seems to me that the interviewer should practically always be someone from the radio station talking with a farmer or farmer AAA committeeman. He might talk with both on one broadcast.

Farmers or committeemen shouldn't go on the air just to ask each other questions.

Sure....they might very well ask each other questions in a discussion. But..... neither one of them should be on a broadcast to simply ask questions.

If that's all they have to offer, you'd better look for somebody else for your broadcast.



• BAD •

DISCUSSIONS:

In a discussion everyone on the broadcast contributes to the flow of thought. If they don't, they have no reason for being there.

It's not a good broadcast if I ask you a question.....you answer it, and ask me one...Then give Bill a chance to ask one. Then you ask him one.

And it's better if you don't spend the whole time talking about AAA. Useful information, with no mention of AAA is better to an audience that is listening than a whole program of AAA to an audience that isn't listening.... or maybe to no audience at all. Yes....have different people talking about different things. People get tired of listening to the same thing from the same person.

You'll probably always want one person from AAA on the broadcast, but you'll also want people who are in no way officially connected with AAA.

Don't forget....Community committeemen can be your AAA representatives.

WOMEN!!!

Sure....you must have women on your broadcasts, too.

Your broadcasting to, with and about farm families. Just try to run a farm without a woman.

Women are playing a vital part in farm war production. They'll be doing even more before this war is over. They're mighty good talkers too... but I guess you know about that. Speaking from home experience, I will say they can be extremely convincing.

You bet....you must have women on broadcasts.

Sometimes you might want a broadcast of just women alone. At other times you might want broadcasts with both men and women. Of course, they don't all have to be from the farm, either.

I can't tell you just when women should be on broadcasts. It's as I said before, you'll have to choose your participants to fit your topics. I do know that a half dozen consecutive broadcasts with women alone, are not good. But I also know women should play a vital part in your over-all broadcasting activities.

SCRIPT??? OR NO SCRIPT???

Script.

Should you use a script on your broadcast? Well....that's up to you.

Many radio programs are done from a script. You see...a script is used to guide your thought while you're on the air. (Don't worry about what the script looks like. You've just got it there to help you talk)

If you are using a script you need a good one. That's obvious. A script packed with human interest.....built around farmers and their experiences, has a good chance of holding an audience and presenting a point of view, a set of facts, or an impression.

No-Script....or....Ad Lib Broadcasts.

Yes....ad lib programs done without a script are popular. They sound more genuine....and people like to listen to them. True....a few words are wasted in expressing what you want to say. But it's better to say little, and have it be heard, than to say a lot, and not have it heard.

Ad lib shows are really more work than script shows. An ad lib show goes through all the stages of script development.....In fact, it goes much farther.

Really...A GOOD AD LIB BROADCAST HAS A SCRIPT. Only the people have it in their heads instead of on paper.

By that I don't mean they have memorized what they're going to say, but they do have figured out before hand what they want to get said.

Now....when they go on the air without a script, they might just use a written outline to guide their thought. That's the same as a script, except you speak "off the cuff" to fill in the words you use in developing your ideas.

Yes....good ad lib broadcasts are mighty effective.

However....let me caution you. They require a master of ceremonies who has a fluent use of the English language and a knowledge of the subject under discussion....Someone to keep the program moving when no one else can seem to think of a word to say at that particular moment.

ON THE AIR

There are two distinct ways that you can be on the air.

Where a radio station has a regular farm program, it's sensible that you participate as a part of that regular show. The listening audience is waiting.

Another way is to arrange for a regular time on the air for your broadcasts.

This involves the job of building an audience.

Something is needed to tie the program together from one broadcast to the next....Something more than a theme song. Maybe it's a short news feature. Maybe it's a personality on each program, such as the same person from the radio station taking an active part in every broadcast.

There are various possible ways of tying broadcasts together, so that over a period of time, the program can be readily identified and an audience established.

When you decide on your method....don't forget those townspeople in the area. You want them to tune in to your programs too.

TRANSPORTATION

I don't doubt but what you're wondering about ways and means to get to radio stations for local broadcasts.

You bet....that's a problem, just like Fred Wallace says on the cover of this handbook.

But there are numerous program ideas that can be developed so that local broadcasts can be continued with less travel. Possible program ideas vary with local conditions, therefore, plans for such ideas should be worked out with your State AAA Committee.

STATION RELATIONSHIPS

There's just one last word I'd like to say.

MAINTAIN GOOD RELATIONSHIPS WITH THE FOLKS AT THE RADIO STATION. Get acquainted with them personally. You'll find they're pretty nice folks. When they find out you're honest to goodness farmers trying to do something for your neighbors and the war, you'll get plenty of help from them.

And their help is invaluable!!!!

HOW ARE YOU DOING?

ARE YOUR RADIO BROADCASTS EFFECTIVE?

If you can answer yes to the majority of the following questions, your broadcasts have a good chance of being effective. From time to time you may want to check broadcasts for these 20 points, and measure improvements over a period of time.

1. Was the broadcast limited to a discussion of one or two topics?
2. Was the topic of timely interest in the community?
3. Was the broadcast informal?
4. Did the people "talk" instead of read what they had to say?
5. Did they call each other by name enough so that everyone was identified?
6. Did the broadcast have snap and zip, so that it sounded like the people meant what they said?
7. Was the broadcast well organized?
Did it have an interesting introduction?
Did it leave the impression you intended it to leave?
Did it have a summary or conclusion?
8. Was the broadcast built around people?
9. Did you limit the number of people on the broadcast to 4 or less?
10. Did everyone on the broadcast have a good reason for being there?
11. Did everyone contribute to the flow of thought on the broadcast?
12. Were some of the people farmers other than those officially connected with AAA?
13. Was it the first time they had been on an AAA broadcast?
14. Did they tell about their own farm and family, and express their own ideas?
15. Did these people ask only questions to which they logically would not know the answer?
16. Were all unnecessary figures and details eliminated?
17. Did the broadcast include only two or three plugs for AAA?
18. Could most farm people interpret the broadcast through their own experience?
19. Was the broadcast sufficiently rehearsed?
20. Did you let the public know about the broadcast ahead of time?

(For more detailed information on script preparation see "Tips On Radio Broadcasting", a radio handbook issued January, 1942, Division of Information, Agriculture, Adjustment Administration, United States Department of Agriculture, Washington, D. C.)

I NEVER REALIZED BEFORE JUST
WHAT THIS TRIPLE—A PROGRAM IS—.
YOU CAN CALL ON US ANY TIME.
WE'RE ALWAYS READY TO HELP.

